

Marian University 2018 - 2019

Student's Name: _____

Marketing Department
Adult Studies

Date: _____

Major: Marketing (BBA)

120 Credits Required for Graduation

LIBERAL ARTS CORE									
30 Credits as follows:									
3 credits:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
ENG 230	Professional Composition and Research Writing	3		X	X	X			
12 credits:									
HIS 102	World Civilizations II	3		X	X	X			
HIS 2XX	History Elective	3	HIS 101, HIS 102, or HIS 114	X	X	X			
MAT XXX	Math Elective	3		X	X	X			
THE 101	Introduction to Christian Theology	3		X	X	X			
6 credits (must be from at least two areas):									
ART XXX	Art Elective	3		X	X	X			
ENG XXX	Literature Elective	3	ENG 230	X	X	X			
MUS XXX	Music Elective	3		X	X	X			
3 credits:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
PHI 132	The Examined Life	3	GEN 101	X	X	X			
3 credits from the following:									
BIO XXX	Ecological or Environmental Science Elective	3		X	X	X			
PHS XXX	Physical Science, Chemistry, Meteorology, or Physics Elective	3		X	X	X			
3 credits from the following:									
PSY XXX	Psychology Elective	3		X	X	X			
SOC XXX	Sociology Elective	3		X	X	X			

Business Administration Core

37 credits:

COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
ACC 201	Financial Accounting	3		X	X				
BUA 310	International Business	3	ECO 201 or ECO 202	X	X				
BUA 350	Business Law	3		X	X				
BUA 402	Strategy and Policy	3	FIN 301 Senior Standing, Bus. Core must be completed	X	X				
BUS 495	Synthesis Portfolio	1	Senior Standing, Bus. Core must be completed						
COM 232	Public Speaking	3		X	X				
ECO 202	Microeconomics	3	MAT 100 or MAT 105 or MAT 111 or MAT 122 or MAT 123 or MAT 130 or appropriate math placement test score	X	X	*			
FIN 301	Fundamentals of Managerial Finance	3	ACC 201, ECO 201 or ECO 202	X	X				
MAT 123	Introduction to Statistics and Probability	3		X	X	X			
MGT 213	Principles of Management	3	ENG 105, ENG 230 or appropriate English placement test score	X	X				
MKT 201	Principles of Marketing	3	ENG 105, ENG 230 or appropriate English placement test score	X	X				
PHI 231	Business Ethics	3	PHI 132	X	X	X			
TEC 200	Fundamentals of Information Technology	3		X	X	X			

MARKETING MAJOR

18 Credits as follows:

12 credits:

MKT 302	Principles of Advertising	3	MKT 201		X				
MKT 311	Consumer Behavior	3	MKT 201	X					
MKT 322	Sales Management	3	MKT 201		X				
MKT 400	Marketing Management	3	MKT 201, MKT 302	X					

6 credits from the following:

ART 201	Design	3			X				
COM 202	Writing for Media	3		X					
COM 215	Introduction to Public Relations	3		X					
COM 302	Intercultural Communication	3			X				
COM 322	Argumentation and Persuasion	3			O				

Course Cycle

X Offered every year

E Offered in even years (2014-15, 2016-17, etc.)

O Offered in odd years (2015-16, 2017-18, etc.)

* Offered at discretion of faculty as needed

6 credits from the following, continued:									
COM 420	Professional Presentations	3	COM 232	E					
MKT 401	Marketing Research	3	MKT 201; BUA 210 or MAT 122 or MAT 123	*	*				

University electives to meet the 120 credits required for graduation:									

COMPLETION OF DEGREE REQUIREMENTS:

General Requirements

Total number of credits completed (not including remedial courses): _____

Total number of credits completed at Marian (minimum *30): _____

Total number of Upper Level courses (minimum of *30): _____

Overall GPA (*2.00 minimum): _____

GPA of Upper Level Courses: _____

Last 30 credits of the degree completed at Marian: Yes No

Major Requirements

Total number of credits completed at Marian within the major (1/2 required): _____

Total number of upper level credits completed within the major (minimum *15): _____

All Additional Majors have at least 15 unique credits: Yes No

Course Cycle
 X Offered every year
 E Offered in even years (2014-15, 2016-17, etc.)
 O Offered in odd years (2015-16, 2017-18, etc.)
 * Offered at discretion of faculty as needed